

To Whom It May Concern:

We hereby make the following statement in pursuance of the provisions of Title 56:1-1 to 1-5 Inc. Revised Statute Approved December 20, 1937.

1. Name under which ~~We~~ ² transacting business and intend to transact business hereafter is "Hour's After" The Picture Guide To Entertainment

2. The business so conducted by ~~us~~ and to be conducted by ~~us~~ is that of Magazine Publishers covering Social Activities Sports and Theatrical News

3. The place where said business is now conducted and intended to be conducted is 3 Belmont Avenue, Newark, New Jersey

4. The full name or names and post office address or addresses of the person or persons connected with the said business as owner or owners viz:

Melonee H. Jones - 115 Orient Avenue, Jersey City, N. J.
Carl J. Brinson - 183 Belmont Avenue, Newark, N. J.
Herbert J. Killibrew, Jr., - 53 Hillside Place, Newark, N. J.
Charles Lawson - 173 Sherman Avenue, Newark, N. J.

STATE OF NEW JERSEY } ss.
ESSEX COUNTY

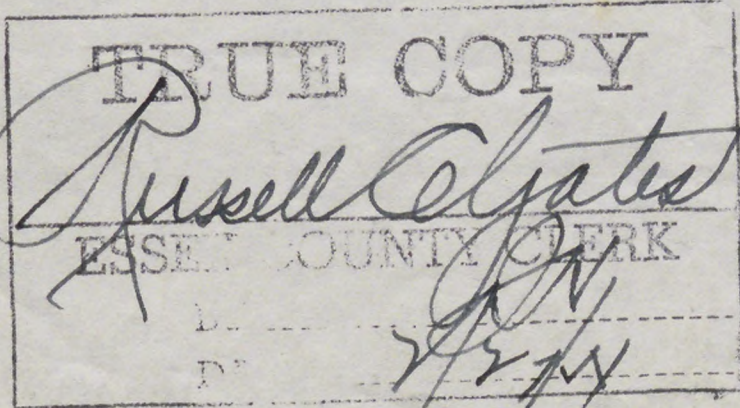
Carl J. Brinson
Melonee H. Jones
Charles Lawson
Herbert Killibrew Jr.

being duly sworn say that the person named in the foregoing certificate and that the statements therein are true.

Sworn and subscribed before me this

Feb 21st day of February A. D., 1937

Raeper Hunt
Notary Public
My Commission Expires 10/31



Melonee H. Jones
Charles Lawson
Carl J. Brinson
Herbert Killibrew Jr.

The Black Mirror News

PUBLISHED BI-WEEKLY

CREDIT REFERENCES

Name	
Address	
City, State, Zip	
Ad Type	Account #
Credit References:	Bank
or	Business

— PER ISSUE —

ADVERTISING RATES

FRONT COVER	\$ 300.00
BACK COVER	\$ 250.00
INSIDE COVERS	\$ 200.00
FULL PAGE	\$ 150.00
HALF PAGE	\$ 80.00

BUSINESS CARD	\$ 30.00
SPECIAL POSITIONING	10% EXTRA

ADVERTISING — DIMENSIONS —

FULL PAGE	7 $\frac{1}{4}$ X 9 $\frac{3}{4}$ INCHES
HALF PAGE	7 $\frac{1}{4}$ X 4 $\frac{7}{8}$ INCHES
QUARTER PAGE ..	3 $\frac{3}{8}$ X 4 $\frac{7}{8}$ INCHES
EIGHTH PAGE ...	1 $\frac{3}{8}$ X 2 $\frac{3}{8}$ INCHES

EXTRA PHOTO COSTS:

\$15.00 per photo.

REVERSE AD CHARGES:

White lettering on
black or spot color
background \$15.00.

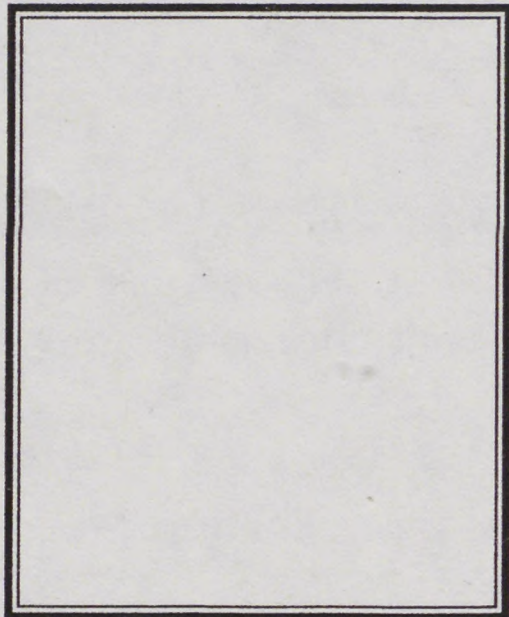
CUSTOM ILLUSTRATION: \$25.00 per hour.

ADD 25% to all political and liquor advertise-
ments (Excluding taverns, liquor stores & clubs)

SPECIAL DISCOUNT FOR LONG TERM ADVERTISEMENTS
Six months minimum.

All checks, money orders payable to:
The BLACK MIRROR News

SPECIAL NOTES



CREDIT REFERENCES

Name	
Address	
City, State, Zip	
Ad Type	Account #
Credit References:	Bank
or	Business

CONTRACT AND ADVERTISING RATES

THIS AGREEMENT MADE THE ____ DAY OF _____
IN THE YEAR TWO THOUSAND ____ BETWEEN TREND PUBLISHING
COMPANY, INC., OF NEWARK (HEREIN AFTER CALLED THE BLACK
MIRROR NEWS, PARTY OF THE FIRST PART AND

Name
Address
City, State, Zip

HEREIN AFTER CALLED THE ADVERTISER, PARTY OF THE SECOND
PART.
WITNESSETH, that THE BLACK MIRROR NEWS and the ADVERTISER
in consideration of the mutual agreement herein contained agree as follows:

This agreement for advertisement will be for _____ month(s) or more at
the sum of \$ _____ an issue.

It is imperative that the Advertiser gives a one month notice before
cancellation of this contract.

1. All checks or money orders must be made payable to:
THE BLACK MIRROR NEWS.
2. The Black Mirror News will print your Social Events on our
calendar, FREE!
3. The Black Mirror News willll publish photo activities of your
business at your suggestions and run them along with our Social
News.
4. The Black Mirror News will mail a copy of its publication to the
Advertiser.

All advertisements, photographs are black and white.
All advertisements and listings classified.
All ads must be electronic or camera-ready art,

Add \$25.00 per ad for production charges (typesetting, etc.)
If ad copy is not submitted in electronic or camera-ready format
Standard advertising agency discount is 15%.

DEADLINE: The advertising and editorial deadline is the
1st Thursday of the week preceding publication.